



***LAUNCHING A NEW GI GTLD  
AN OPPORTUNITY FOR PROTECTION AND  
CREATING VALUE***

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Prosecco DOC**

**Towards a 2020 Geographical  
Indications (GIs) International  
Agenda**

**Treviso – 18 October 2017**



## New gTLDs

- What is a new generic top-level domain?  
Anything after the dot?



- 1.226 new extensions introduced in the root after  
January 1, 2013:

[https://newgtlds.icann.org/en/program-status/  
delegated-strings](https://newgtlds.icann.org/en/program-status/delegated-strings)

## **New gTLDs vs. total TLDs Q1 2017**

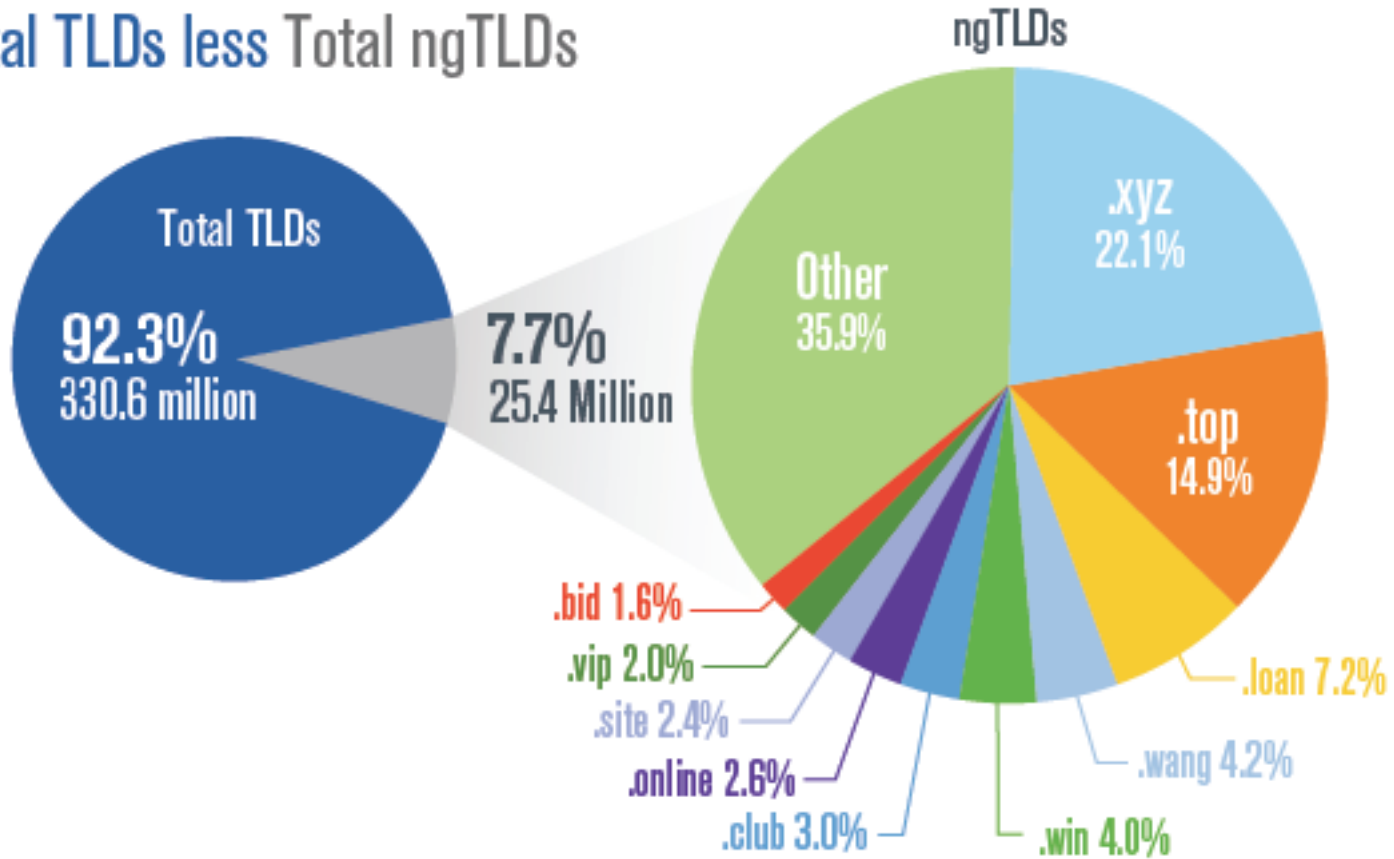
**(source: Verisign)**

- **all top-level domain name registrations (legacy gTLD, ccTLD, new gTLD): 330,6 million**
- **.com: 128,4 million**
- **.net: 15,2 million**
- **ccTLDs: (.cn, .uk, .de, .ru, etc.): 143,1 million**
- **new gTLDs: 25,4 million**

# New gTLDs vs. total TLDs Q1 2017

(source: Verisign)

Total TLDs less Total ngTLDs



## Launching GI TLDs

- Legal uncertainty in absence of uniformity of laws/policies in the Internet domain environment
- Registering under various generic strings (.food, .cheese, .beer) might not provide sufficient (because they are additional marketplace RPMs) and convenient (because there are premium prices) protection
- New string = asset, to be considered as the virtual territory of origin of your products which creates value and a digital identity and is controlled by you



Not available for public registration

## **Launching GI TLDs Reasons**

- **Creating a new digital identity**
- **Rebranding online presence**
- **Optimizing SEO**
- **Reducing online infringement, distinguishing from deceptive indications**
- **Protection of producers through validation**
- **Protection of consumers**
- **Control and protection of distributors**

## **Launching GI TLDs Uses**

- **Product, territory, business line**
- **Initiative, campaign, event**
- **Research projects**
- **For members only (closed use)**

# Launching GI TLDs

## Uses – Product, territory, business line

### macave.leclerc



SERVICE CLIENT AU 09 69 39 77 58



RETRAIT GRATUIT EN MAGASIN E.LECLERC



Recherchez un produit, marque ...



NEWSLETTER



MON COMPTE



PANIER



CARTE E.LECLERC

VENTES PRIVÉES

VINS

CHAMPAGNES-EFFERVESCENTS

LES INCROYABLES

GUIDE HACHETTE

VINS BIO

FOIRE AUX VINS

GUIDE DU VIN



— VENTE PRIVÉE —

**LES BORDEAUX  
EN GRANDS**

MAGNUM ET DOUBLE MAGNUM

JUSQU'A  
**45 %** DE REMISE

JE DÉCOUVRE

DU 03 AU 17 OCTOBRE 2017 – LIVRAISON 48H ○ ○ ○ ○ ●

LE VIN QUI ME VA **bien**

Il n'y a pas de mauvais choix, il y a votre choix ! Découvrez en 2 étapes le vin qui vous convient.



# Launching GI TLDs

## Uses – Initiative, campaign, event summit.audi

THE EVENT  
**Audi**  
BARCELONA 2017  
**Summit**

Audi.Vorsprung.

The new Audi A8

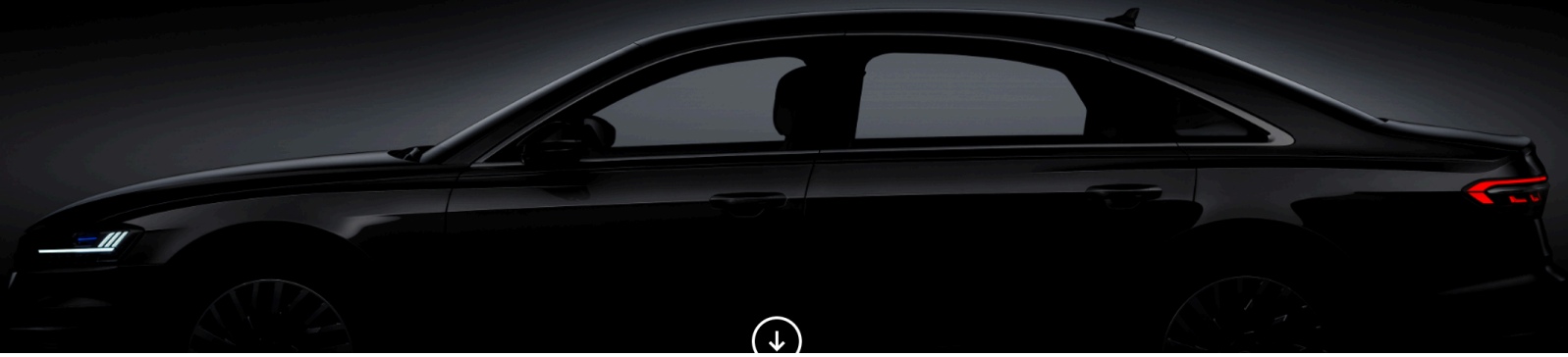
Audi AI

DE | EN  
—



# The #AudiSummit live

16<sub>h</sub> : 39<sub>m</sub> : 33<sub>s</sub>



# Launching GI TLDs

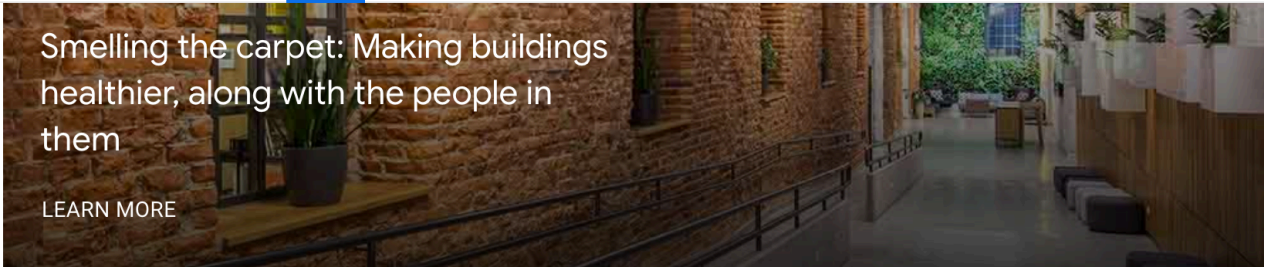
## Uses – Research projects environment.google

Environment

Projects

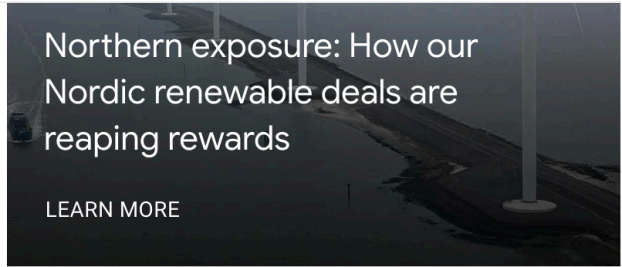
Approach

Resources



Smelling the carpet: Making buildings healthier, along with the people in them

[LEARN MORE](#)



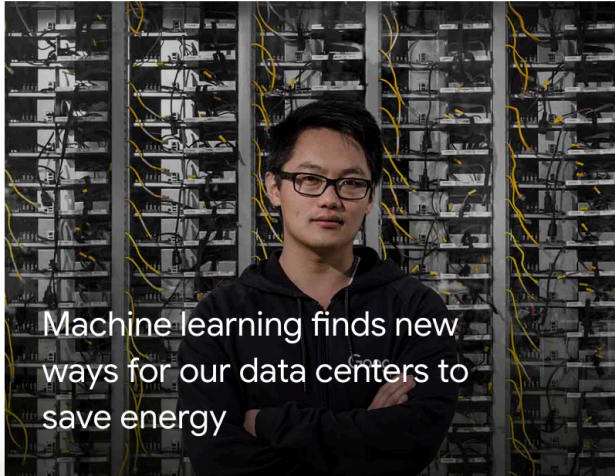
Northern exposure: How our Nordic renewable deals are reaping rewards

[LEARN MORE](#)




100% renewable is just the beginning

<https://environment.google>



Machine learning finds new ways for our data centers to save energy



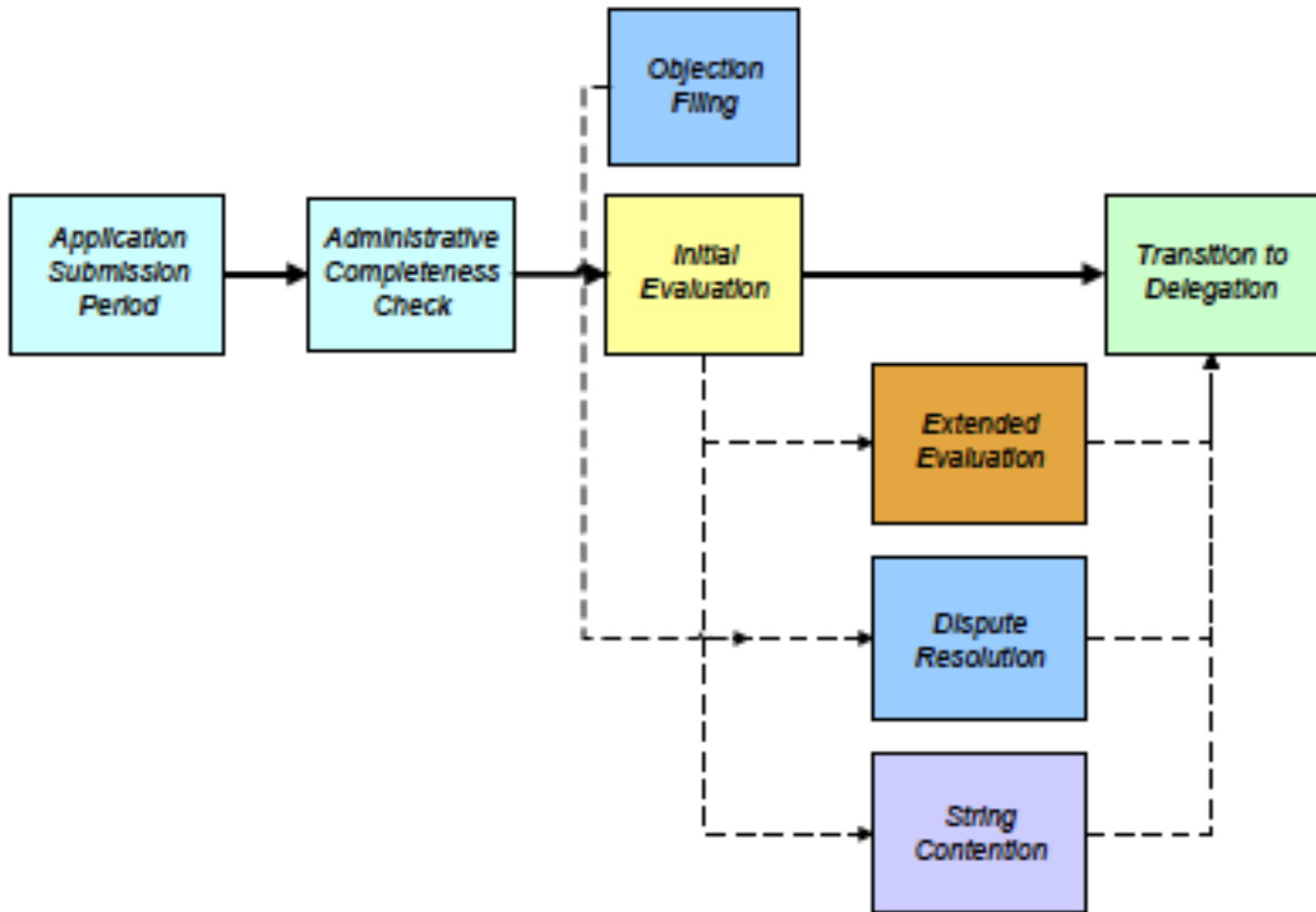
Oceans of data: tracking illegal fishing over 1.4 billion square miles

## Launching GI TLD

- **Next round?**
- **Previous round submission period: 3 months**
- **Previous round costs: application USD 5,000 + 180,000; recurring fees: USD 25,000 annually**
- **Previous round application procedure**

# Launching GI TLD

## Previous round application procedure



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